



*US Army Corps
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COMMUNICATING



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ALL EMPLOYEES REQUIRE TECHNICAL AND INTERPERSONAL SKILLS





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INTERPERSONAL SKILL

- **Motivation to Contribute**
- **Knowledge of Skills**
- **Ability to Put into Practice**





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COMMUNICATION DEFINED

- **Sender and Receiver:**
People
- **Dynamic, On-going,**
Transactional *Process*
- **Effective Communication is**
***Shared* Meaning**



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COMMUNICATION

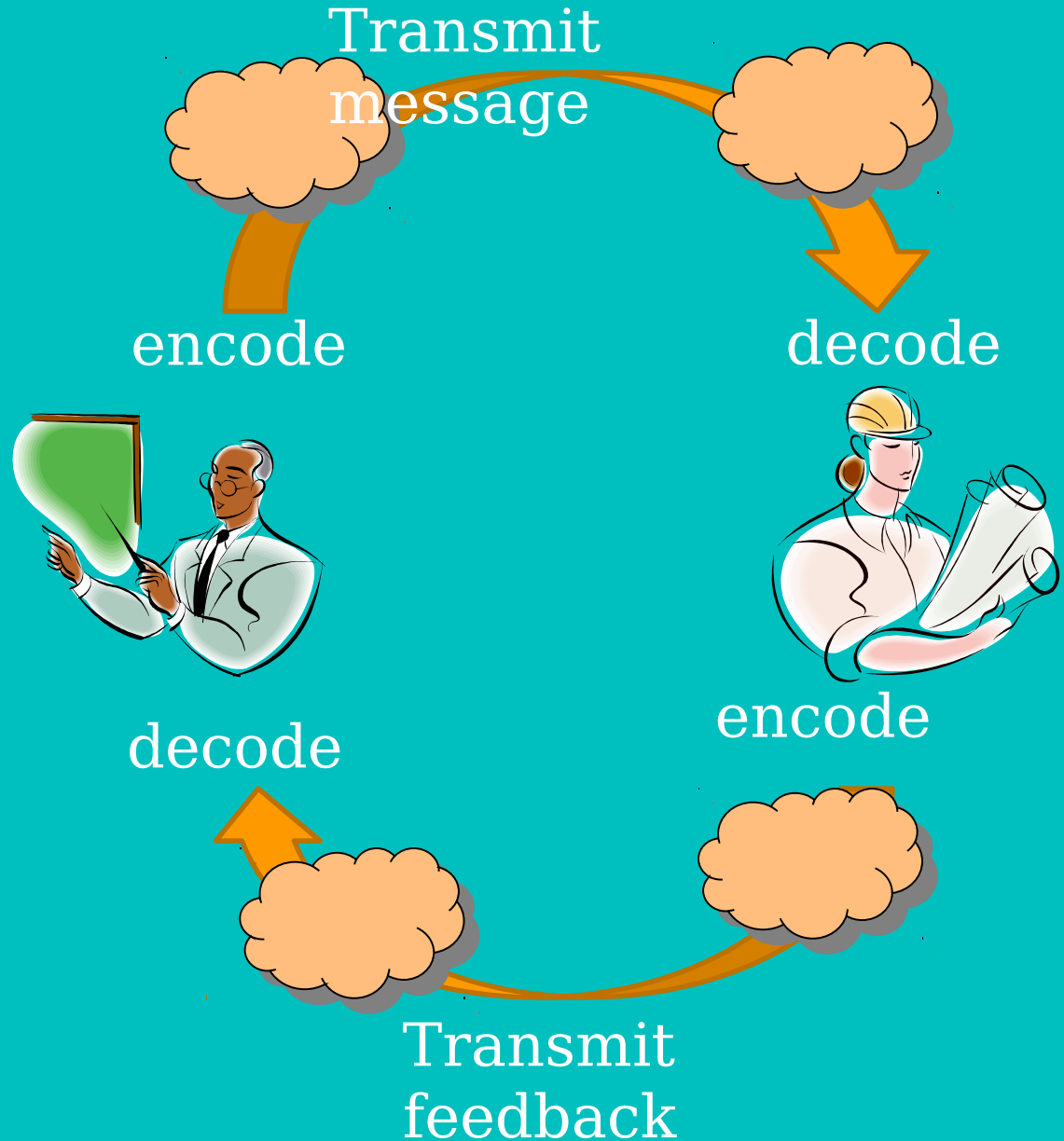
Accomplished Through Sending and Receiving Messages

- Context
- Rules
- Channels
- Noise
- Receivers and Senders



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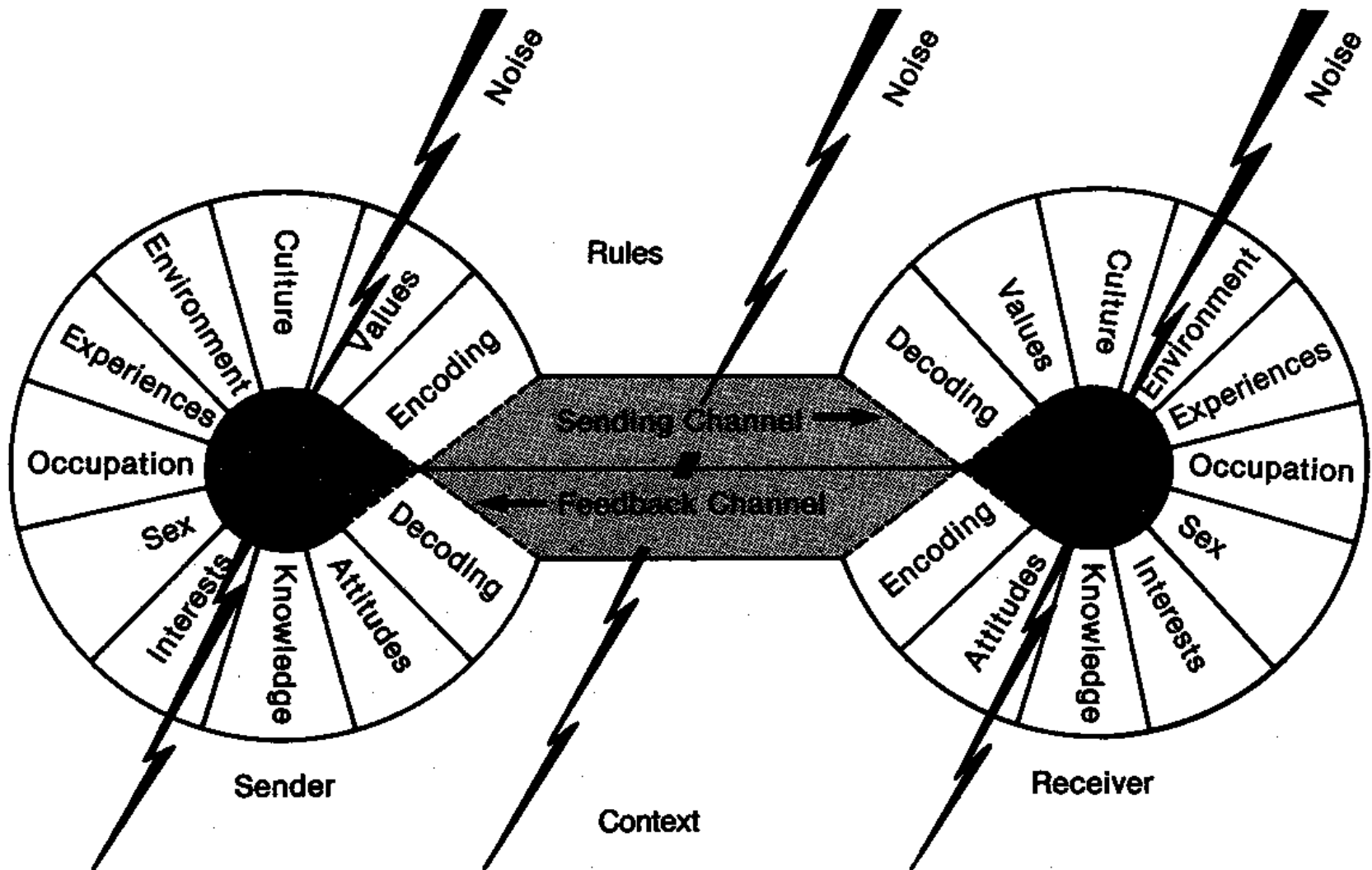
- Context
- Rules
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- Noise
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COMMUNICATION MODEL: SENDER





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PERCEPTIONS FORMED

We form perceptions about ourselves and others that *affect* our sending and receiving communications

- Expectations
- Snap Judgments
- Stereotyping



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COMMUNICATION IMPACT

A study showed that

**Total Impact = .07 verbal + .38
vocal + .55 facial**

**Most researches agree that
about 90% of a message's
impact is non-verbal**



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POP QUIZ

Effective communication occurs when:

- a. There is shared meaning**
- b. Emotional and message content are consistent**
- c. People see and respond to advertisements**
- d. A person talks and another listens**



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POP QUIZ

**Effective communication occurs
when:**

a. There is shared meaning



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Researchers generally agree that verbal--the words that are spoken—communication accounts for about _____ % of the communication.

- a. 80**
- b. 50**
- c. 30**
- d. Less than 10**



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Researchers generally agree that verbal--the words that are spoken—communication accounts for about _____ % of the communication.

d. Less than 10

Non-verbal communication can account for 93% of the communication



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NON-VERBAL COMMUNICATION

- **Body Language**
- **Eye and Facial**
- **Clothing**
- **Color**
- **Time**





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NON-VERBAL CONTINUED

- **Spatial**
- **Touch**
- **Silence**
- **Smell**
- **Location**





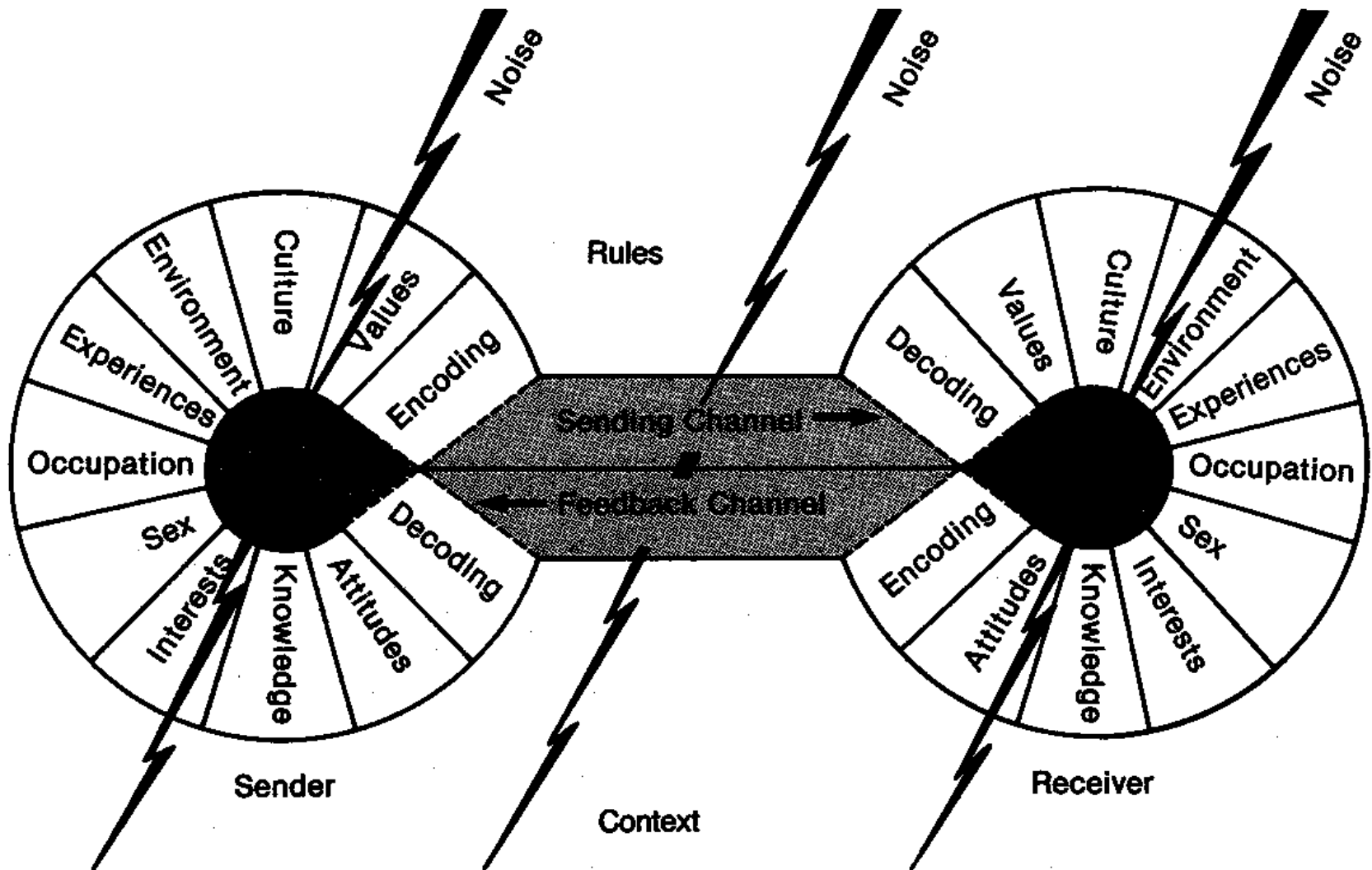
NON-VERBAL COMMUNICATION

- **When the content and non-verbal seem to be contradictory, people will “believe” the non-verbals.**



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COMMUNICATION MODEL: RECIIEVER





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LISTENING

Listening is making sense out of what you hear.

- Passive/Recreational Listening**
- Understanding**
- Evaluation**
- Listening to be Helpful**
- Active Listening: High Receive**



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PERCEPTION

Is a process of...

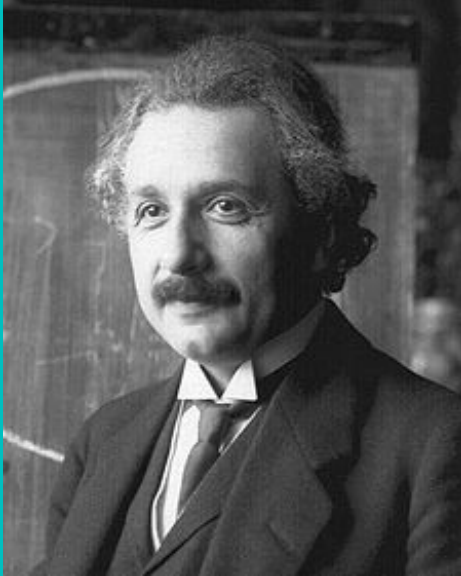
- Selection**
- Organization**
- Interpretation**

**...of
stimuli.**



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PERCEPTIONS



“If perceptions were reality
we wouldn’t need science”



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PERCEPTUAL BIASES

- **Actor-Observer**
- **Reconstructing History**
- **Lake Woebegone Effect**



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EXAMPLES OF PERCEPTUAL BIASES

- **Actor/Observer**
- **Reconstructing History**
- **Lake Woebegone – We judge ourselves as above average in all areas**



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POP QUIZ

 is (are) a perceptual bias.

- a. Lake Woebegone
- b. Prejudice
- c. Gender
- d. Denial



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POP QUIZ

_____ is (are) a perceptual bias.

a. Lake Woebegone



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ATTITUDES AND VALUES

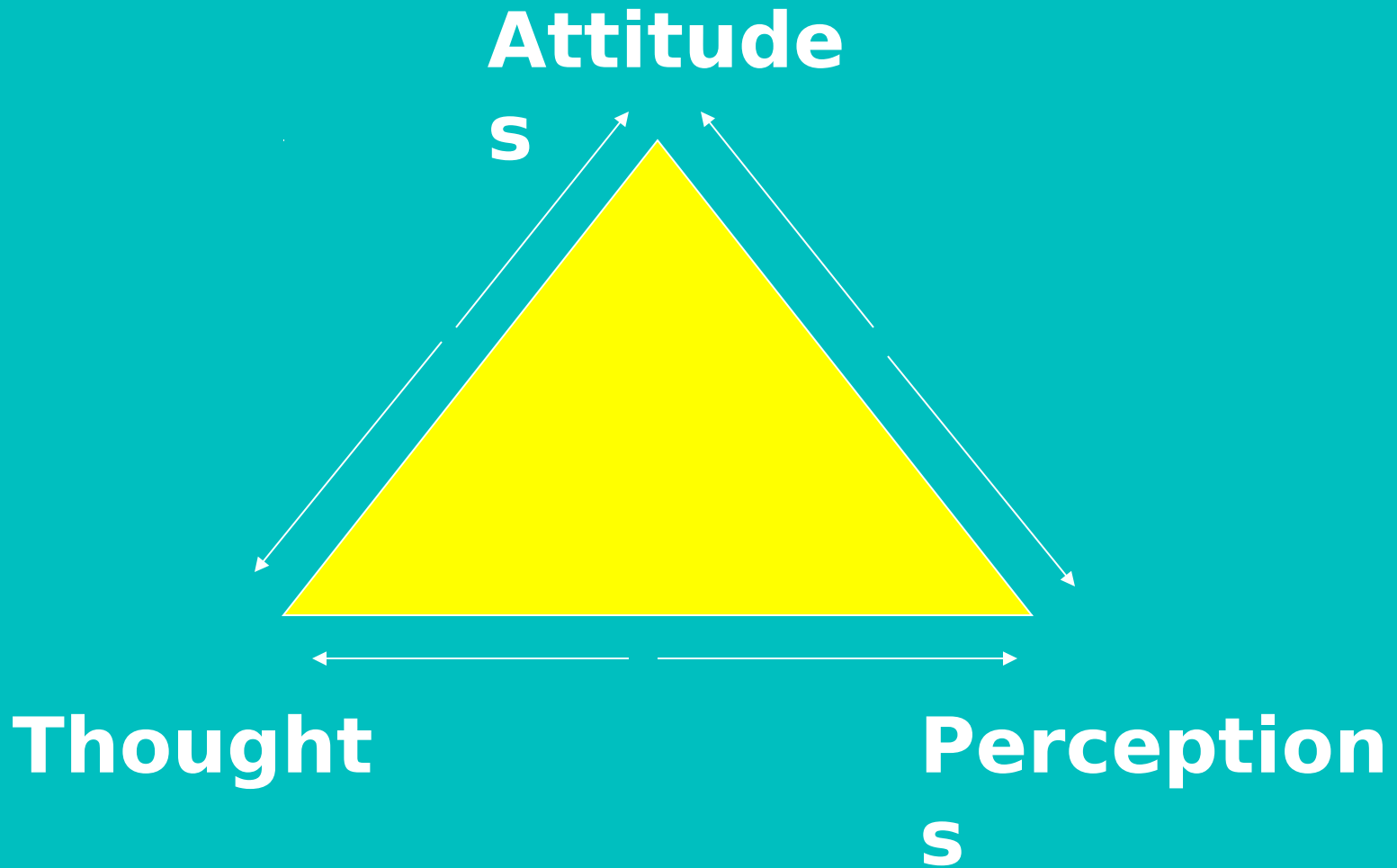
- **We Have Attitudes About Almost Everything**
- **Attitudes Frame Stimuli and We Automatically Evaluate**
- **Attitudes Influence Perception and Thoughts**





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Attitudes-Thought-Perceptions





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COMMUNICATION PARADOX

- **It is Impossible Not To Communicate**
 - **i.e. Not Communicating, Communicates: Have Shared Meaning**



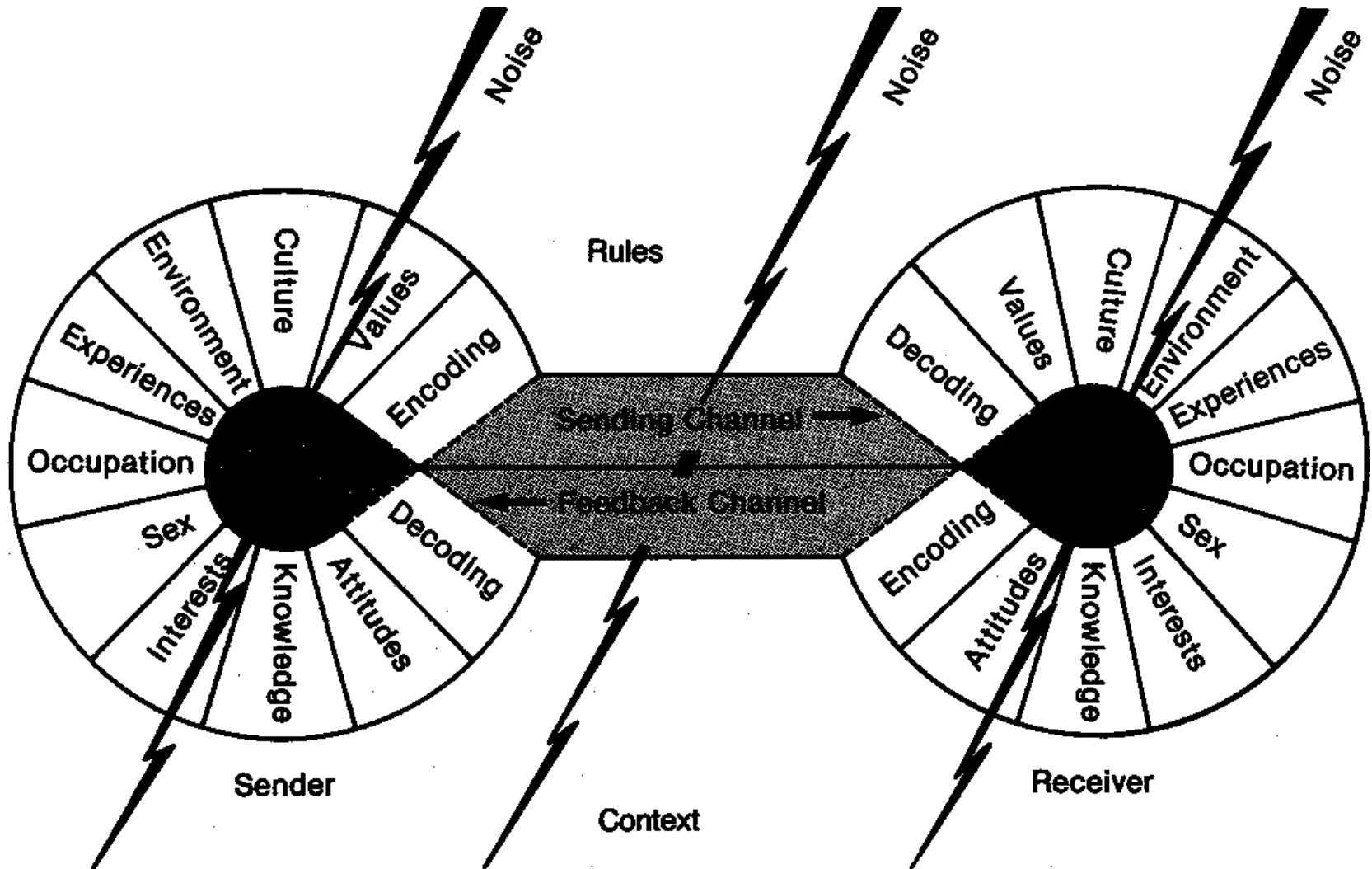
RECAP

- **Shared Meaning Between Receiver and Sender: What is said must be what is heard.**
- **Most Communication is Non-Verbal**
- **Numerous Factors Effect How we Communicate: Send and Receive Messages**



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COMMUNICATION OCCURS WITH SHARED MEANING





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COMMUNICATION GOAL-- UNDERSTANDING

**In the Context of Our Mutual
Interest, Understand How
Others View the World**

**–Values, Attitudes, Interests,
etc.**

*Understanding is
unconditionally constructive ...
even if we aren't understood*